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CATALOG Nº 70

AMERICA'S

FINEST

KOCHS

BEAUTY SHOP

EQUIPMENT

AND

ACCESSORIES

THE NEW HORIZON

An invitation to beauty that adds distinction to your shop. Gloriously upholstered in High Fashion Color, with a spacious glass-enclosed Display Case 30 by 40 inches, backed with sliding doors of sparkling ribbed glass. Shown with natural wood trim, as you may choose, in Limed Oak, Hazelwood, Natural Finish, or Blonde Maple.

In wide rooms, use The New Horizon as illustrated, with a front on each side, connected with a handsome upholstered arch. For narrow rooms, use only one New Horizon with a connecting arch to

STREAMLINED COMFORT and strength for your reception room or under the dryer. Upholstered in High Fashion Color. Please see No. K-1711 Chair on page 31.

KOCHS

the opposite wall. For added glamour, run the arch over your appointment desk and finish it off with connecting lustrous glass rods coming down to your desk top, as has been done in the scene on page 4.

Conveniently dimensioned: height 81 inches, length 6 feet, 6 inches.

Protecto-finished base of black mottled rubber.

The individual pieces as shown:

No. K-800 New Horizon Front Panel

No. K-803 Upholstered Arch

No. K-191 Upholstered Desk

No. K-1144 Dwarf Panel

No. K-1468 Styling Chair

AN INVITATION TO BEAUTY

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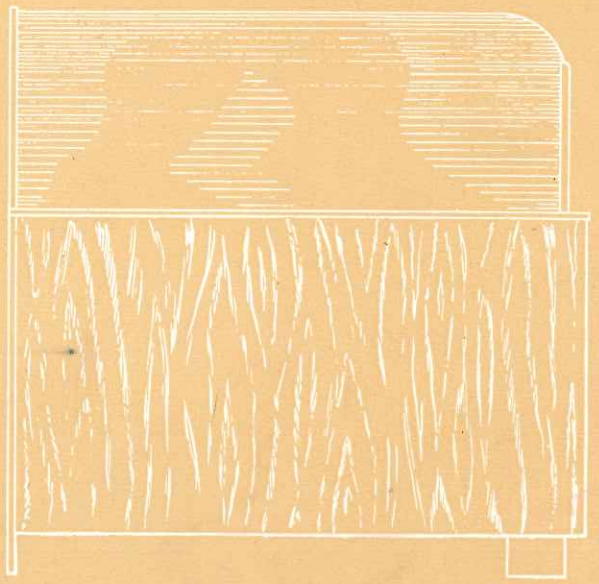
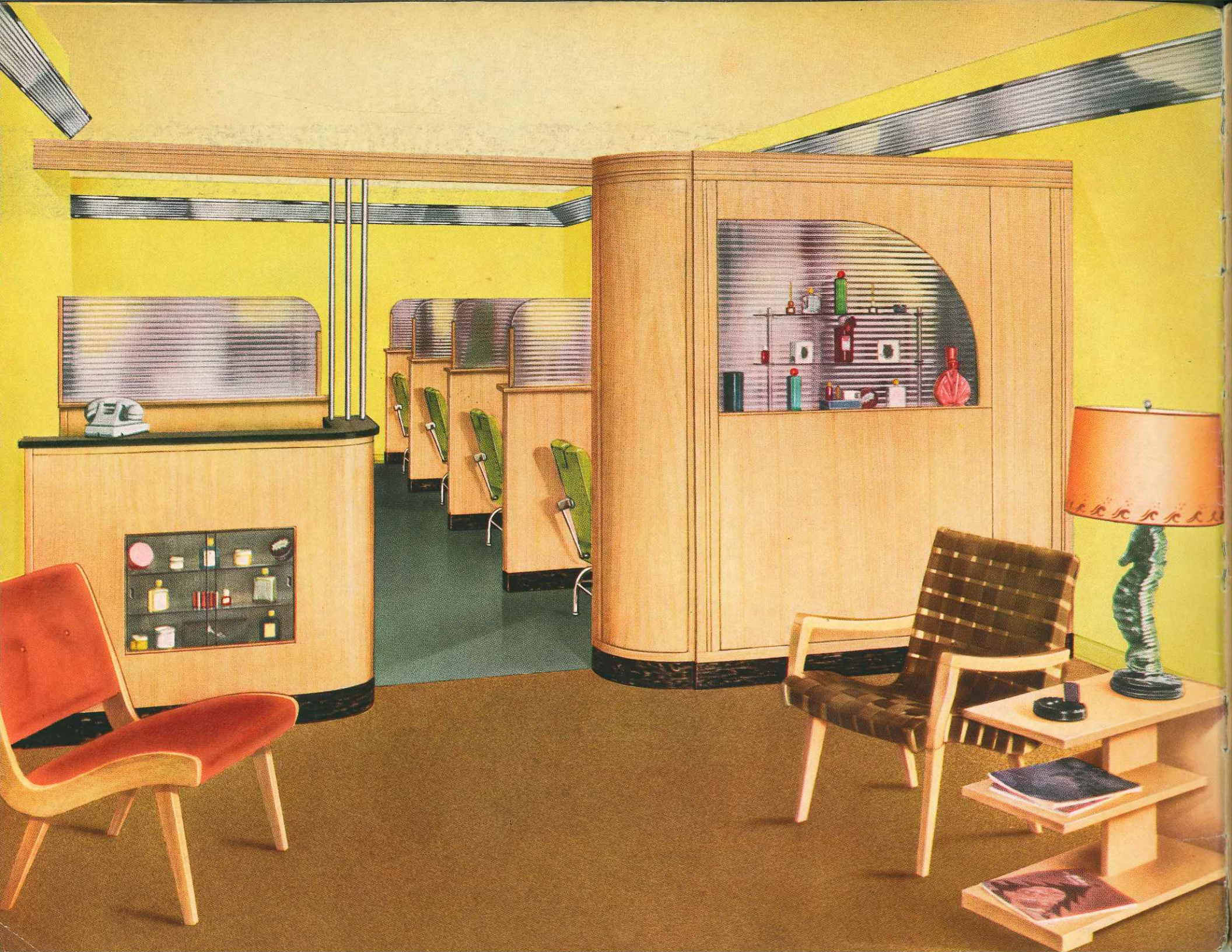
IT'S THE WORKS THAT COUNT and this chair has a time-tested hydraulic pump based on years of practical "know-how." Beautifully styled, easy to work with. Please see No. K-1068 Chair on page 27.



SMARTLY STYLED Dwarf Panel in Natural Wood. The modern way to divide your shop into efficient working areas. Privacy, light, ventilation all in one. Please see No. K-1144 Dwarf Panel on page 11.

SEEING IS SELLING. Smartly designed to do just that. Right there before your customer's eyes, those glamorous extra-income building cosmetics and accessories are displayed. Convenient storage space for supplies and tools. Please see No. K-1600 Booth Unit on page 12.

6/13/49 - Gift - Kochs



THE BACK BAY

Striking a new note in the trend of modern furnishings, The Back Bay sets the pace for a glamorous shop. The open display case with its modish display rack is backed with sparkling ribbed glass, providing light and privacy in the first booth. From the unusual curved corner, a graceful arch, dignified by three sparkling crystal glass rods, extends over the smart appointment desk with its enclosed display case, to the wall beyond.

Use The Back Bay as illustrated for a band box of beauty in a narrow room, varying the length of the arch and the center aisle. For a wider room, use The Back Bay in pairs with a connecting arch.

Shown here in Limed Oak, The Back Bay is also available in Blonde Maple or Hazelwood, Natural Finish.

STYLED IN THE MODERN MANNER

The interior of the shop may be fitted with Posts and Arches or with Dwarf Panels, or a combination of both.

Individual Pieces As Illustrated:

No. K-1241 Back Bay Front Panel
No. K-1278-R Appointment Desk
No. K-1237 Front Arch
No. K-904 End Table
No. K-831 Upholstered Chair
No. K-822 Webbed Chair

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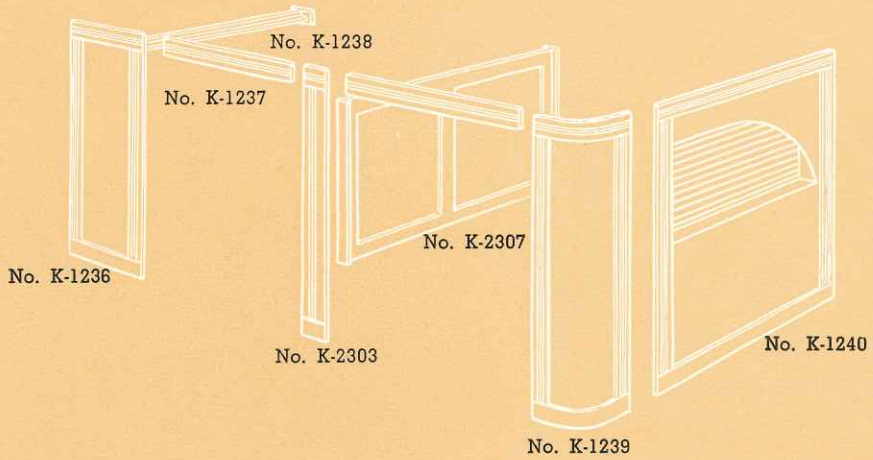


EASY DOES IT. . . . Tilt it, whirl it, raise it, lower it. It works like magic. And with a Revolving Lock, too. Please see No. K-1425 Hydraulic Chair on page 26.

SECTIONAL PARTS FOR YOUR SHOP

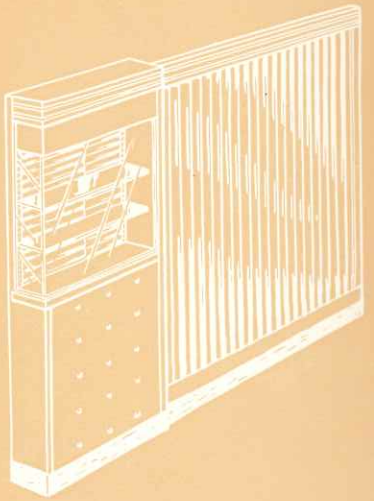
No. K-1236	Pilaster	Height 81, width variable
No. K-1237	Bridge	Made any length desired
No. K-1238	Bridge	Made any length desired
No. K-1239	Curved Corner	Height 81, length 12 inches
No. K-1240	Front Panel	Height 81, width 66 inches
No. K-2303	Post	Height 81, width 8 inches
No. K-2307	Divider Panel	Height 45, width 75 inches

A MIRRORED BEAUTY . . . to reflect your good taste, and to serve you economically. Everything at hand when you want it, where you want it. Please see No. K-1266 Booth Unit, page 14.

THE MODERN MANNER

Sparkling glass combined with High Fashion Color upholstery and natural figured wood—result: a majestic design, providing beauty, light and privacy. The heavy corrugated glass of The Modern Manner picks up and reflects the surrounding beauty. Trimmed in natural figured wood, your taste will decide whether it be Limed Oak, Blonde Maple, or Hazelwood, Natural Finish.

Distinctive closed cosmetic display with two glass shelves is backed with gleaming ribbed glass sliding doors. Plenty of space for display of extra-profit building cosmetics.



A COMPLETE VIEW of The Modern Manner. Notice the handsome frame that completely encircles the corrugated glass. Base is protecto-finished with black mottled rubber.

KOCHS

A handsome arch, in variable lengths, connects the Front to the opposite wall. Use The Modern Manner in pairs in a wide room with a connecting arch. For an added touch of interest in a more narrow room, use one Front with an arch to the opposite wall with a desk connected to the arch with lustrous glass rods.

Front, as shown, is 6'6" long. Stands 81 inches high.

Individual pieces, as illustrated:

No. K-600 Modern Manner Front Panel
No. K-1237 Front Arch
No. K-1711 Dryer Chair
No. K-1594 Upholstered Dwarf Panels, "L" type

ATTRACTS NEW BUSINESS

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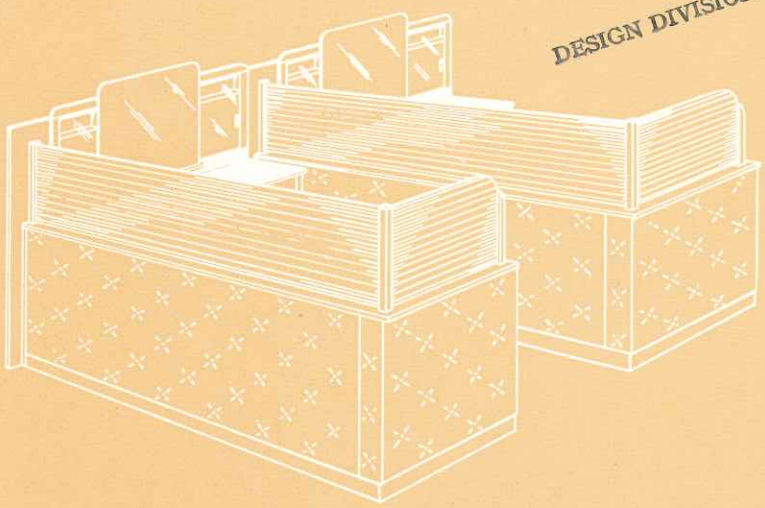
AN INVITATION TO RELAX for your reception room. Modern styling and deep seated comfort. Please see No. K-765 Chair on page 30.



GLAMOROUS PRIVACY with these "L" type Dwarf Panels shown in High Fashion Color Upholstery, but also available in Natural Figured Woods. Please see pages 10 and 11.

SELL WHILE YOU WORK with this display type booth unit. Convenient storage space. Please see No. K-1601 Booth Unit on page 12.

THE BIG TIME

With an exciting background of gleaming ribbed glass for the handsome closed display case of the practical The Big Time Front an individuality all its own is created for either the small or large shop. Shown here in a large shop, standing in the middle of the room with booths running down each side wall, it is equally distinctive for the more narrow room. Consult our Designing Department for practical planning.

Illustrated here in an interesting combination of tufted High Fashion Color upholstery, trimmed in Hazelwood, Natural Finish, it is

SHAMPOO COMFORT in a self-adjusting shampoo chair. Comfortably upholstered in a robust chrome frame. Please see No. K-1275 Shampoo Chair on page 24.

KOCHS

also available in other colors, as well as Limed Oak or Blonde Maple trim. You may prefer it in full natural wood finish, glowing with nature's patterns, instead of tufted upholstery in Hazelwood, Natural Finish, Limed Oak, or Blonde Maple.

The pieces, as described:

No. K-192 Big Time Front—6'0" upholstered

No. K-182 Big Time Front—6'0" in full natural wood

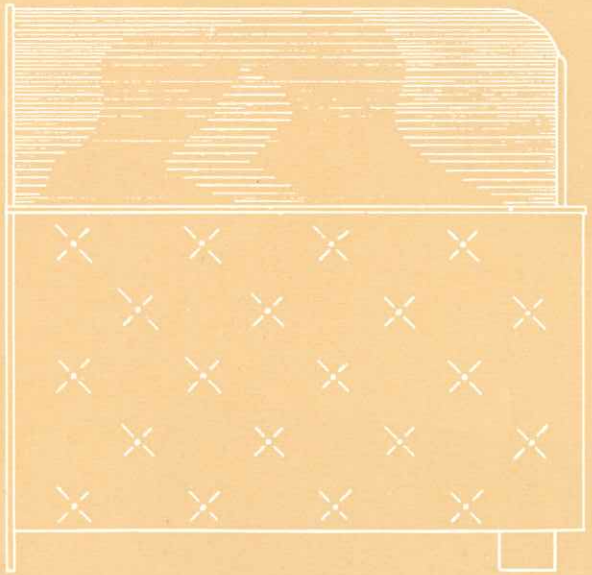
No. K-190 Desk

No. K-1594 Upholstered Dwarf Panels—"L" type

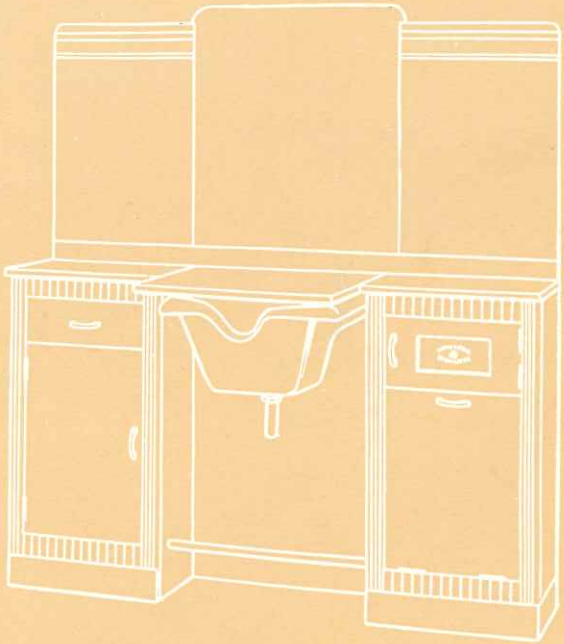
No. K-1268 Booth Unit

BRINGS MORE CUSTOMERS—LARGER PROFITS

CAPTIVATING ALL PURPOSE CHAIR for your comfortable convenience. Raises, lowers, revolves, reclines. Please see No. K-1466 Chair on page 28.

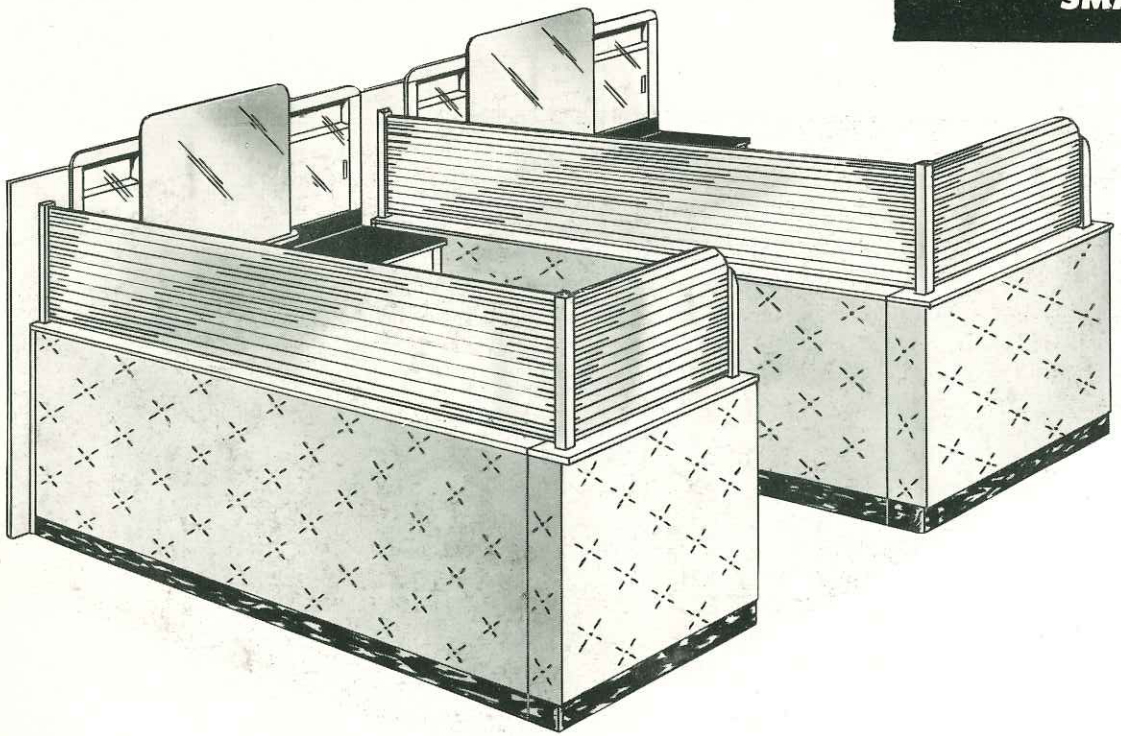


WITH SOMETHING NEW a Dwarf Panel featuring an open base. Provides extra air circulation thru the booth and makes floor cleaning easier. Be sure to specify when this type of base is preferred. Please see No. K-1594 Dwarf Panel on page 10.



DO ALL TYPES OF WORK in one booth with this handsome booth unit. Provides everything you need, where you need it, when you need it. Please see No. K-1268 Booth Unit on page 13.

SMARTLY STYLED



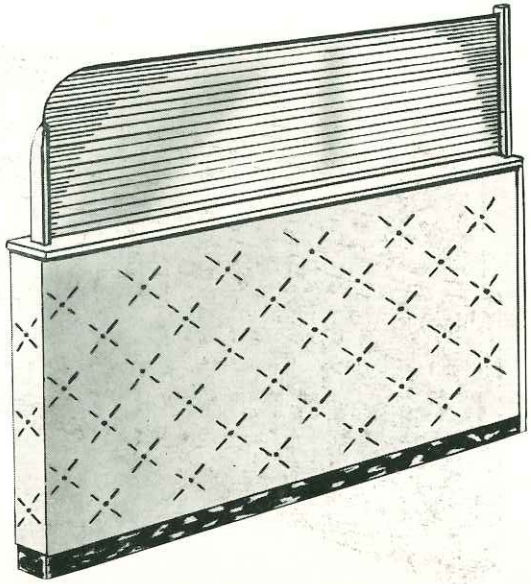
In Tufted Upholstery

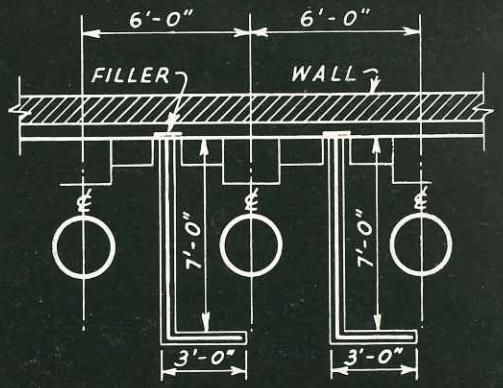
LIGHT, AIRY COMFORT in modern styling sets the keynote for the efficient beauty shop of tomorrow. Dwarf Panels divide your shop into orderly work stations with comfortable privacy for your customers.

THESE RUGGEDLY CONSTRUCTED Dwarf Panels are ready from their protective rubber base to their sparkling ribbed glass to make your shop the finest in your community. In the full beauty of fine natural figured woods—Limed Oak, Blonde Maple, or Hazelwood, Natural Finish; or in a glorious High Fashion Color tufted upholstery with harmonizing natural wood trim.

SO CONVENIENTLY FLEXIBLE, use them as you need them. Want simple, open airness? Use them in straight lengths. Want effective semi-privacy? Use them in the shape of an "L" or a "T". Want complete privacy? Close in

No. K-1594 Upholstered Dwarf Panel





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In Natural Wood

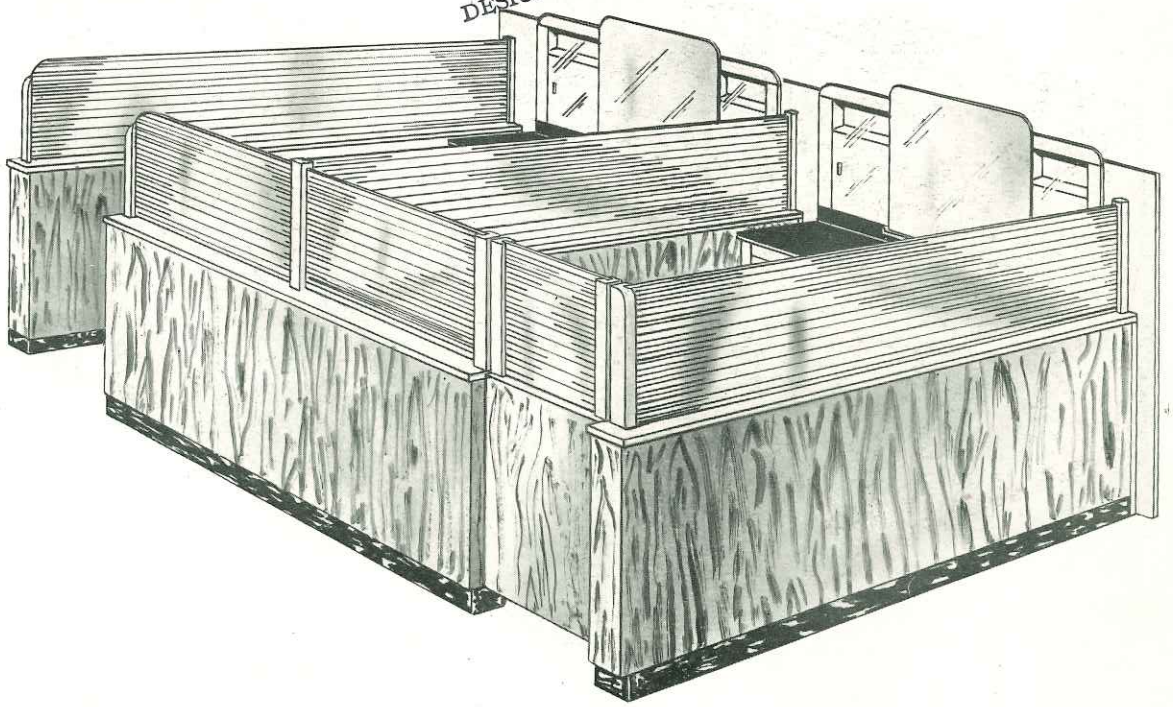
DESIRABLY EXCLUSIVE

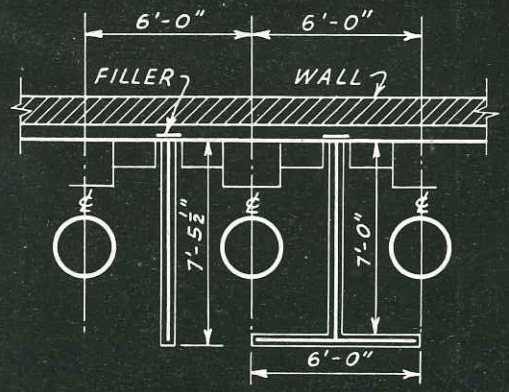
the booth with a double-action door. Use them to enclose those special places —dryer rooms, manicure stations, comb-out sections, private offices, reception areas, or in any one of many other ways. Why not have your hair dryers mounted in a Dwarf Panel to provide a smart-looking space-saver?

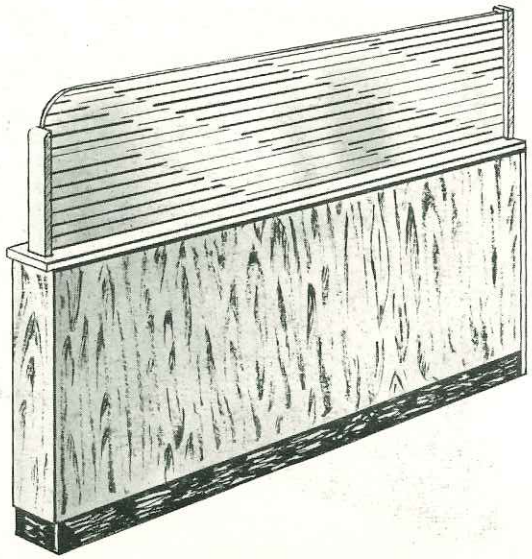
WANT MORE VENTILATION and easier floor cleaning without losing desirable privacy? Use a Dwarf Panel with an open base as shown on the back cover, as sketched on page 3 or 9. Just as sturdy, just as beautiful, but with so much more air circulation.

SEE THE PLANS at the bottom of these pages for the experience-proven, recommended sizes of Dwarf Panels for use with Booth Units. Other sizes are available as may be required to fit individual layout problems. Consult our Planning Department.

No. K-1144 Natural Wood Dwarf Panel







SERVING SEEING SELLING

A TANTALIZING DISPLAY that a woman can't resist, right in your booth. As you give professional services, those glamorous extra income building cosmetics are before your customer's eyes.

Customer comfort is built right into this scene. Everything is right there in the booth. No more old fashioned back and forth to the community shampoo bowl. No more public exhibition. Think how much easier this is on you—able to work with everything at hand, where you want it, when you want it.

Shown in sturdy, modern Limed Oak with High Fashion Valley Green upholstery. Prefer a different color setting? In Blonde Maple or Hazelwood, with any one of many fashionable colors.

Kochs dramatizes here—

No. K-1601 Booth Unit
No. K-1594 Dwarf Panel
No. K-122 Shampoo Bowl
No. K-1425 Hydraulic Chair

The sketch shows another sales-building booth unit with display case doors, one-third clear and two-thirds mirrored.

Kochs No. K-1600 Booth Unit

COMPACT EFFICIENCY

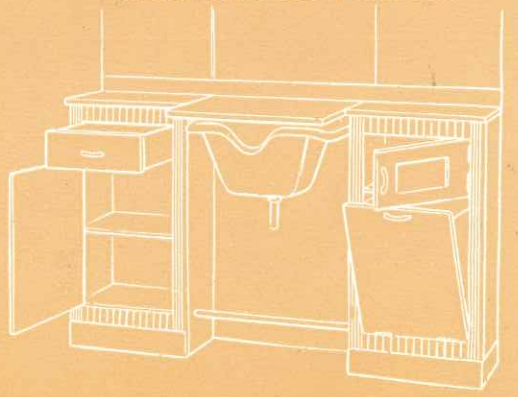
GO HOME REFRESHED after a day's work with this do-it-all Booth Unit. You walk fewer steps. Your customer has more comfort as everything you need is right here in one booth. This means more service at less cost to you with complete customer satisfaction — and that means extra dollars for you at year's end despite rising costs.

Black formica gives this unit complete water protection, covering the shelf tops and their edges; all surfaces of the bowl cover; and the bowl well. All wood surfaces are specially impregnated with a water-resistant plastic finish. Base is protecto-finished with black mottled rubber.

Designed for beauty with a height of 68 inches and width of 62 inches. The handsome plate glass mirror measures a large 26 by 29 inches. Illustrated in Hazelwood, Natural Finish, but should your taste dictate—in Blonde Maple or Limed Oak, also.

The sketch below dramatizes the efficient working space contained in the cabinets. A drawer and a large storage compartment are found on the left side, while a sterilizer and a soiled towel hamper are featured on the right.

Kochs No. K-1268 Booth Unit



MIRRORED BEAUTY

A CAPABLE BEAUTY that saves you time and steps, for you can do all types of work in one booth. At the end of the day, you will go home refreshed and ready for evening activities.

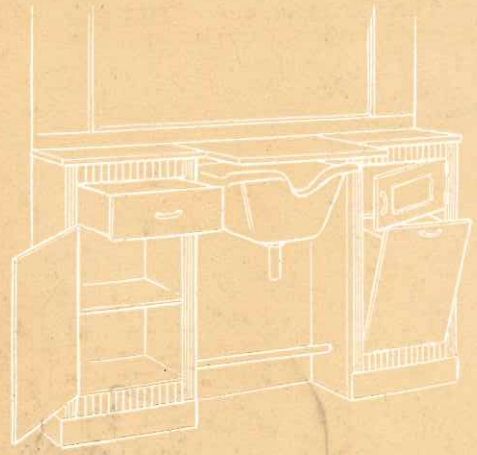
Generously proportioned with a height of 68 and a width of 62 inches. The dramatic plate glass mirror, 29 by 46 inches, reflects your good taste in appointments.

This time saver is completely water protected. Black formica covers the cabinet tops and their edges; all surfaces of the bowl cover; and the bowl well. All wood surfaces are specially impregnated with a water-resistant plastic finish. Base is protecto-finished with black mottled rubber.

Shown in Hazelwood, Natural Finish. Also available to your taste in Blonde Maple or Limed Oak.

Crammed with convenience, as the sketch shows, the cabinets feature a drawer and large storage compartment on the left side, while a large sterilizer and a soiled towel hamper are located on the right.

Kochs No. K-1266 Booth Unit



EFFICIENCY WITH LESS EFFORT

A—LET'S RELAX says this shampoo bowl to both operator and customer. The large cut-out neckrest offers the customer maximum comfort. Neoprene shampoo hose with sprayhead for long service. Shampoo faucet is chrome plated. Fully equipped with sink strainer and tailpiece. Available in standard colors of acid-resisting enamel —white, ivory, suntan, black, grey, and green.

Kochs No. K-122
Shampoo Bowl

B—MAKING IT EASY to give a comfortable shampoo, this basin has a cut-out neckrest, which allows the customer to rest the back of her neck in the basin. Features stainless steel catch cup, diverter faucet, and disappearing hose. Your choice of standard color acid-resisting enamel: white, ivory, suntan, grey, black, and green.

Kochs No. K-550
Shampoo Bowl

C—SIMPLE COMBINATION of shampoo bowl and board. Board is easily adjustable in its sturdy mounting. Works by simple pressure release. Equipped with stainless steel catch cup, diverter faucet, and disappearing hose. Your choice of standard color acid-resisting enamel: white, ivory, suntan, grey, black, and green.

Kochs No. K-560
Shampoo Bowl

D—CONVENIENTLY ADJUSTABLE in height to use with any chair with a stationary back. Board is heavy cast aluminum, standing on a cast iron base. Base and other parts are satin plated. The neck opening is fitted with a rubber cushion for customer comfort. Deep sides prevent water splashing on operator.

Kochs No. K-152
Shampoo Board

E—SHAMPOO COMFORT is yours with this heavy cast aluminum board. The neck opening is fitted with a rubber cushion for customer comfort. Made to fit most standard makes of chairs, especially designed for All Purpose chairs. Deep sides prevent water splashing on operator.

Kochs No. K-151 Shampoo Board

KOCHS

MAY I HAVE AN APPOINTMENT, PLEASE?

Sets the Stage for Beauty

YOUR FIRST OPPORTUNITY to create that welcome impression of friendliness and charm that brings your customers back again and again is at your Appointment Desk. So smart, so practical, these Desks create that wanted illusion of glamour, yet are the efficient tools where your profits are recorded.

A—SO EASY to build up sales of extra profit-making consumer aids to beauty with this combination desk and display case. Sliding glass doors, 2 plate glass shelves are featured in this large closed display case, measuring 16 by 22 inches. Top ledge is 7 inches wide, covered in black mottled pacolene. In the rear, a convenient writing surface, located 30 inches from the floor. Underneath, 2 drawers, one fitted as a cash drawer with sturdy lock. Other convenient dimensions — width 48 inches, depth front to rear, 20 inches; height 41 inches. Shown in Hazelwood, Natural Finish. Also available in Blonde Maple and Limed Oak, should you prefer.

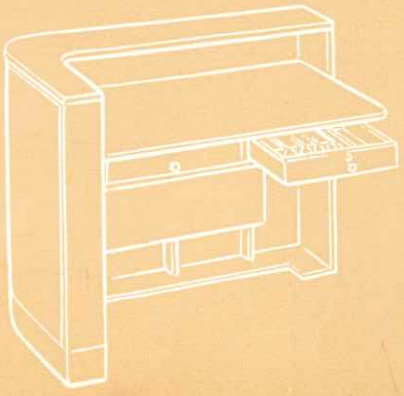
Kochs No. K-1278-L Desk (left hand corner is curved)

Kochs No. K-1278-R Desk (right hand corner is curved)

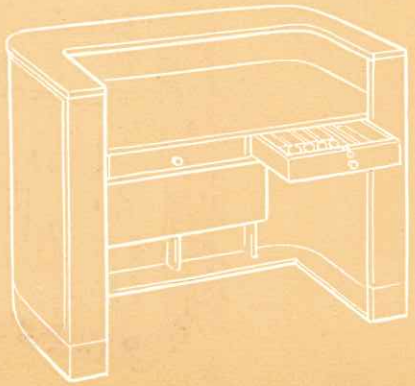
B—ACCENT ON EXCELLENCE in a smart design with two round corners. Same convenient style features and dimensions as given under "A".

Kochs No. K-1249 Desk

A



B



PROFIT BUILDER

with the Super-Salesman Touch

A—EASY SELLING of those extra income-building cosmetics from the dramatic display case of this smart desk. Display has glass front and top with frosted sliding doors in back, 36 inches long. Notice the rear view in sketch "C". Convenient writing surface, 30 inches from the floor. Roomy cabinet for books and supplies, topped with a cash drawer with coin and bill compartments, fitted with sturdy lock. Black formica top ledge. Other convenient dimensions: width 48 inches; depth, front to rear, 22 inches; height 41 inches.

Shown in tufted plastic upholstery with all wood parts of Blonde Maple. You may have this handsome desk in many colors of upholstery and with Hazelwood, Natural Finish or Limed Oak trim.

Kochs No. K-190 Desk

B—The same Sales-Building Desk as No. K-190 but in Natural Figured Wood. Rear view is as shown in Sketch "C". Your taste will dictate whether it be Limed Oak, Blonde Maple, or Hazelwood, Natural Finish. Kochs No. K-180 Desk

D-A—Creating the same potent impression as No. K-190 in a less expensive model. Tufted plastic upholstery, wood trim in Hazelwood, Natural Finish, Limed Oak or Blonde Maple. Back construction provides convenient writing surface and cash drawer with sturdy lock.

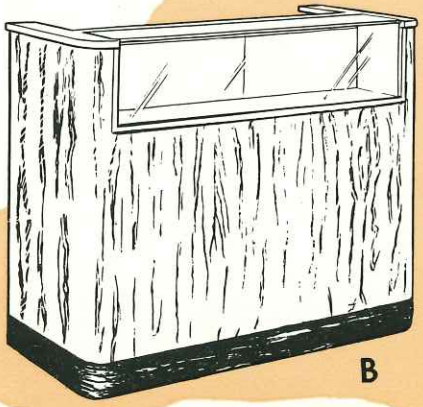
Kochs No. K-191 Desk

D-B—In the full beauty of Natural Figured Woods, Limed Oak, Blonde Maple, or Hazelwood, Natural Finish with back construction as shown in Sketch "D".

Kochs No. K-181 Desk

KOCHS

A



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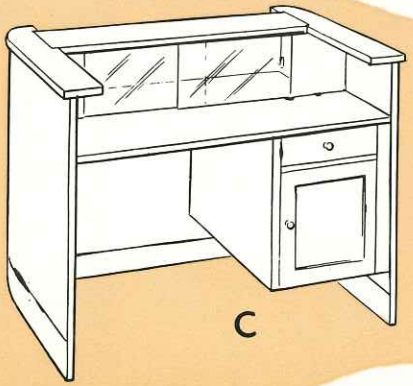
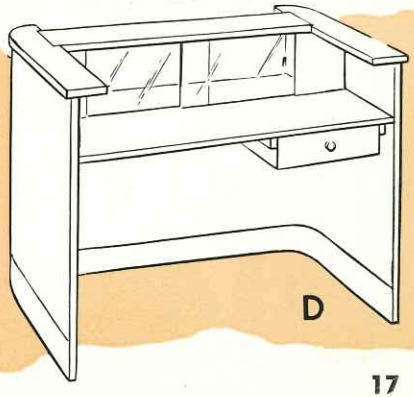
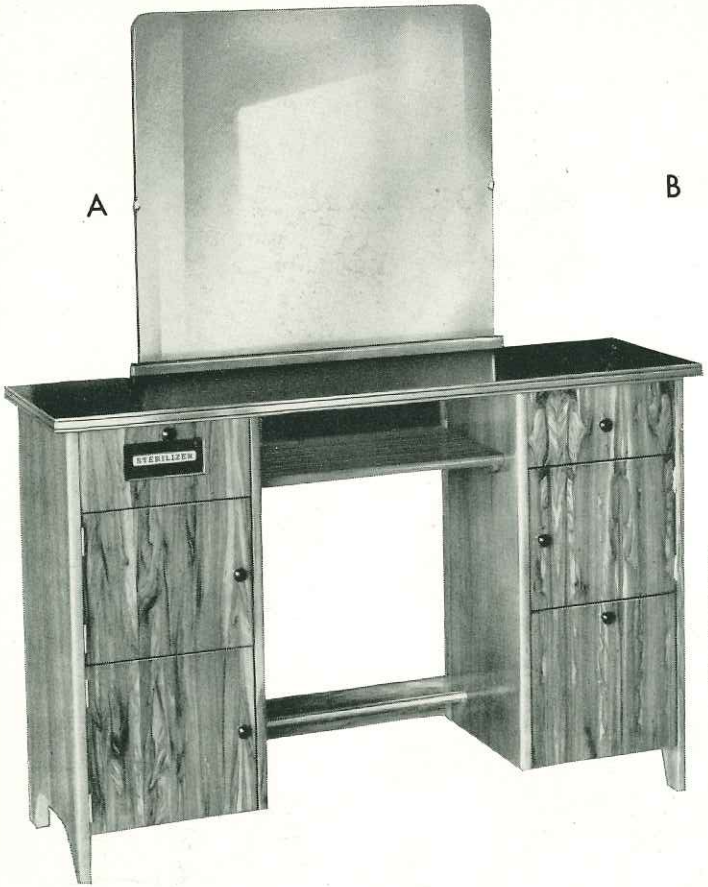


C



D

A



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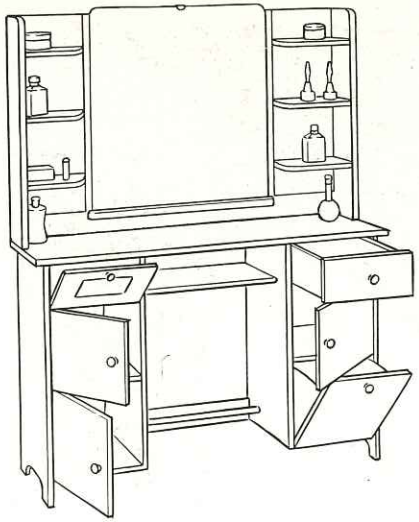

C

D

STYLING MADE EASY

A—STYLED FOR PRACTICAL USE. Saves steps, makes work easier, saves time.

Notice the many work conveniences this Vanity offers. Sterilizer and two storage compartments in left cabinet; drawer for waving supplies, clean towel storage, soiled towel hamper on the right side. Purse and glove shelf connect the two.

Gleaming plate glass mirror is 26 by 28 inches. Shown in Hazelwood, Natural Finish, stainless steel edge around the formica top. If you prefer, in Blonde Maple or Limed Oak.

Kochs No. K-841 Vanity Dresser

B—EASY SELLING of those profitable resale cosmetics from the generous display shelves of this glamorous beauty. Plate glass mirror, 24 by 28 inches. Same work conveniences described in "A".

Kochs No. K-860 Display Vanity

C—DRAMATIC SALES of customer-items are assured from the display shelves of this handsome beauty. This efficient silent salesman occupies little space, yet it has everything to make sales painlessly, your work easier and more economical.

Shown in Limed Oak, with formica top and stainless steel edge. Available also in Blonde Maple or Hazelwood, Natural Finish. Plate glass mirror is well-proportioned 24 by 28 inches.

Sketch "D" shows its many conveniences. Sterilizer, spacious compartmented drawer, clean towel storage area, soiled towel hamper.

Kochs No. K-775 Display Vanity

D—DESIGNED FOR THE BUSY OPERATOR. Simple beauty that makes your work easier and more economical. Plate glass mirror 24 by 28 inches. Other features described under "C".

Kochs No. K-769 Vanity Dresser

A—TO CONSERVE SPACE use this smart, practical wall type Dresserette. Cabinet top measures a convenient 10 by 28 inches. Just the thing for hair styling or a comb-out section.

Easy to work with. Sterilizer and supply drawer are flanked by open compartments for your customer's convenience. The stainless steel edge adds beauty and guards the edges of the protective formica top. The plate glass mirror spaciously measures 24 by 28 inches.

Shown in Hazelwood, Natural Finish, it is also available in Blonde Maple or Limed Oak.

Kochs No. K-1402 Dresserette

Kochs No. K-1401 Cabinet Only

B—HOW GLAMOROUS AND INEXPENSIVE to have this sturdy Dressing Table in your shop, ready for all your hair styling. Look at the sketch and you will agree.

Standing on gleaming chrome plated legs, the cabinet has an ample working space measuring 15 by 30 inches, protected by formica. Rising above it, the shimmering plate glass mirror is 20 by 24 inches. Chrome plated guard rails.

An additional touch of glamour is added by the stainless steel edge on the top, which also protects it. Shown in Hazelwood, Natural Finish, this Dressing Table is also available in your choice of Blonde Maple or Limed Oak.

Kochs No. K-850 Dressing Table

Kochs No. K-837 Table Only

KOCHS

A

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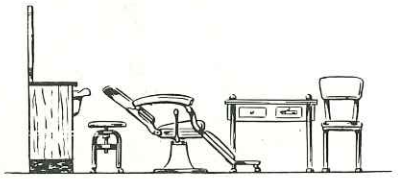
B

CUSTOMER AND OPERATOR COMFORT



A—EASY TO WORK WITH is this easy-moving Portable Manicure Table. Shown in Hazelwood, Natural Finish, with gleaming chrome plated legs, fitted with easy-rolling casters. You may prefer the cabinet in Limed Oak or Blonde Maple. Plenty of working space on the 15 by 24 inch top, protected for wear with its formica covering and its stainless steel edge.

Kochs No. K-634 Portable Manicure Table

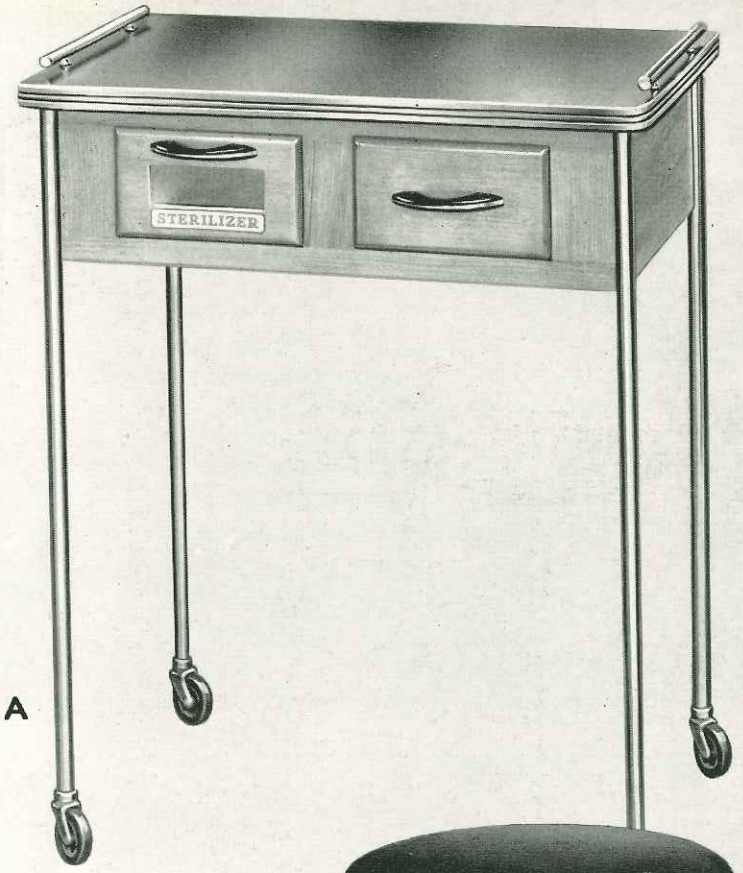
B—CONVENIENTLY ADJUSTABLE is this well-turned stool. Eighteen inches high at lowest point with a generous range of 6 inches to a maximum height of 24 inches. Comfortable padded seat on a robust chrome plated tubular base, equipped with easy rolling casters.

Kochs No. K-3535 Revolving Stool

C—SIT DOWN IN COMFORT on this sturdy chrome plated stool. Comfortable padded seat, 14 inches in diameter. Stands a convenient 22 inches high. The handsome chrome ring adds beauty and strength.

Kochs No. K-3622 Stool
Kochs No. K-3536 Stool (18 inches high)

KOCHS



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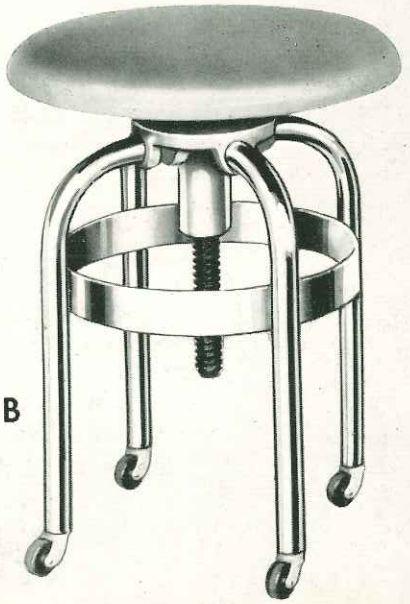

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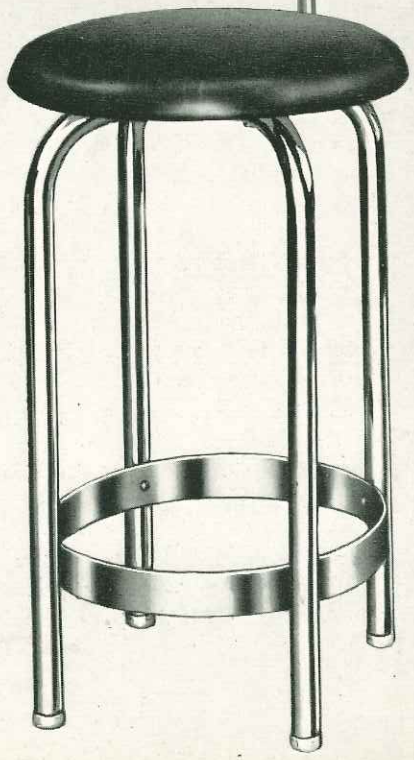


C

A Way to Flatter the Hands

A—COMFORTABLE FORM FITTING BACK and padded seat on a sturdy chrome plated tubular steel frame. This low back Manicure Chair measures 30 inches from floor to top of back.

Kochs No. K-838 Manicure Chair

B—BEAUTIFULLY EFFICIENT this Manicure Table will serve you well over the years. Solidly constructed with formica top and stainless steel edge. Sturdy and slender chrome plated tubular steel legs support the cabinet with its spacious drawer and large sterilizer. Ample working area with the 15 by 30 inch top. Illustrated in Hazelwood, Natural Finish, it is also available in Blonde Maple or Limed Oak.

Kochs No. K-837 Manicure Table

C—COMFORTABLE PADDED SEAT and curved, form fitting back on this high back Manicure Chair. Streamlined chrome plated tubular steel frame. Measures 32 inches from floor to top of back.

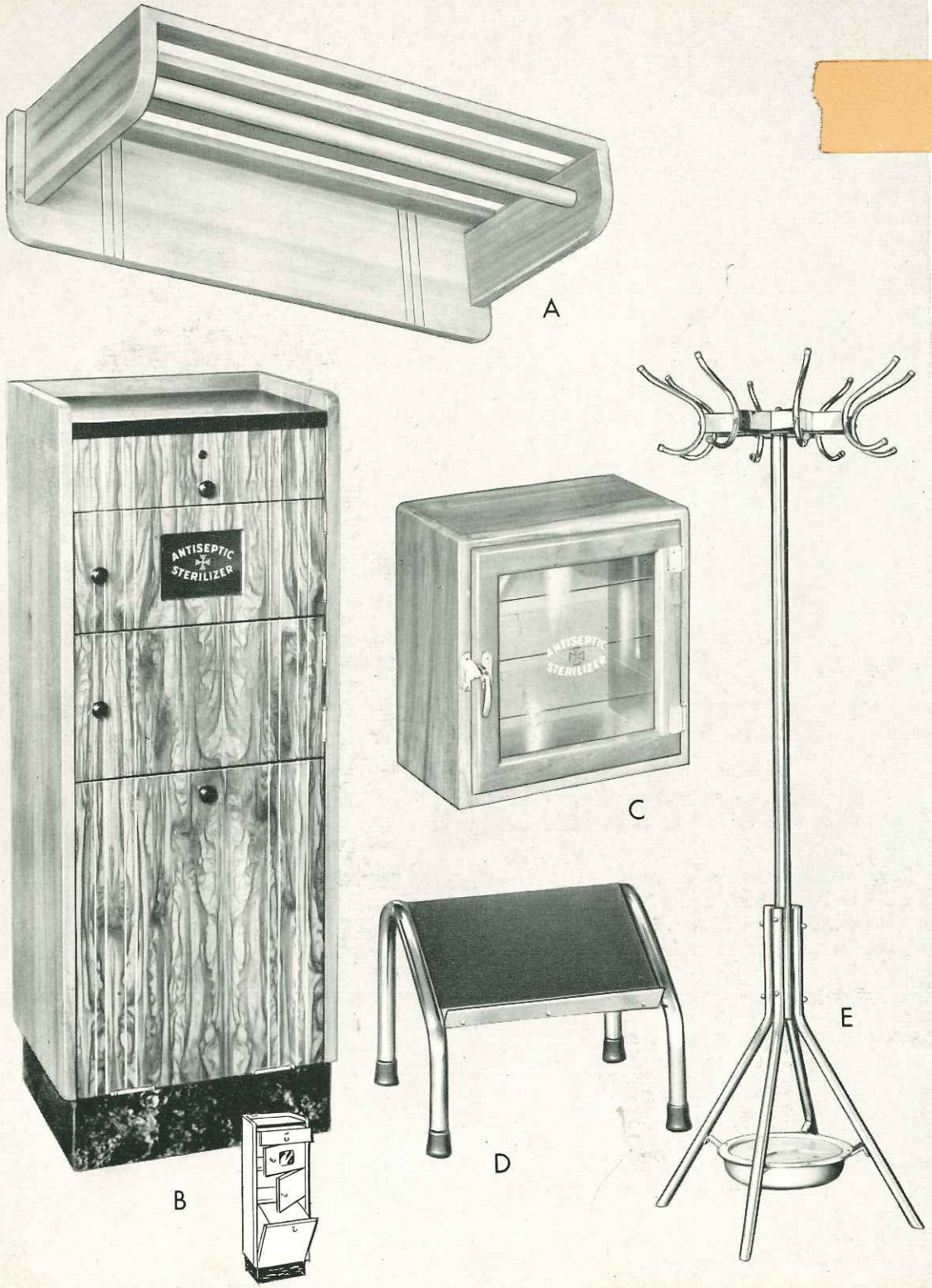
Kochs No. K-839 Manicure Chair

AS A SET—KOCHS NO. K-835

D—PLENTY OF COOL LIGHT right where you want it with this Fluorescent Manicure Lamp. Inexpensive to operate, handsomely styled in keeping with your fine appointments. Operates on 110 volt, 60 cycle, alternating current. Equipped for 1 T8, 15 watt, 18" Fluorescent Bulb.

Kochs No. K-6000
Fluorescent Manicure Lamp

KOCHS



YOU REALLY NEED THESE

A—SOLVE THE HAT AND COAT PROBLEM with this eye-appealing hat and coat rack. Shown in Hazelwood, Natural Finish, it measures 30 inches long, 7 inches high, 13 inches deep. Also available 48 inches long. You may prefer it in Blonde Maple or Limed Oak. Easily attached to wall. Equipped with a metal rod for coat hangers. Top is styled for hats and parcels.

Kochs No. K-3384
Hat and Coat Rack

B—A SPACE FOR EVERYTHING in this stoutly constructed utility cabinet. Top drawer, with lock, may be used for tools. Sterilizer compartment. Clean towels have their place in the middle compartment while the metal hamper in the bottom section takes care of soiled linen. Made of Hazelwood, Natural Finish, with black formica top. Height is 42 inches, width 16 inches, depth 12 inches.

Kochs No. K-1467
Utility Cabinet

C—MOST STATES REQUIRE a sterilizer for every operator. Here is a beauty in Hazelwood, Natural Finish, with three glass shelves. Size is 14 inches wide, 14 inches high, and 7 inches deep.

Kochs No. K-3781 Sterilizer

Same sterilizer, fitted with Sterilray Fixture, emits ultraviolet ray that kills germs on contact.

Kochs No. K-3781-SR
Sterilizer

D—INCREASE YOUR CUSTOMER'S COMFORT with a sturdy footrest. Chrome plated tubular frame, rubber covered platform. Rubber feet prevent floor slipping.

Kochs No. K-2560 Footrest

E—ALWAYS BRIGHT AND CLEAN is this chrome plated costumer. Plenty of space for coats and hats, with 8 hooks. Head revolves so customer can draw coat to himself. Stands ruggedly on floor with 4 legs, perfect balance at all times due to weighted base pan.

Kochs No. K-2800
Chrome Costumer

KOCHS

FOR A REFRESHING FACIAL

SO SOFT, SO COMFORTABLE and so convenient to work with. This modern Facial Couch is up to the minute in handsome styling. Just to look at it makes one want to lie down and relax.

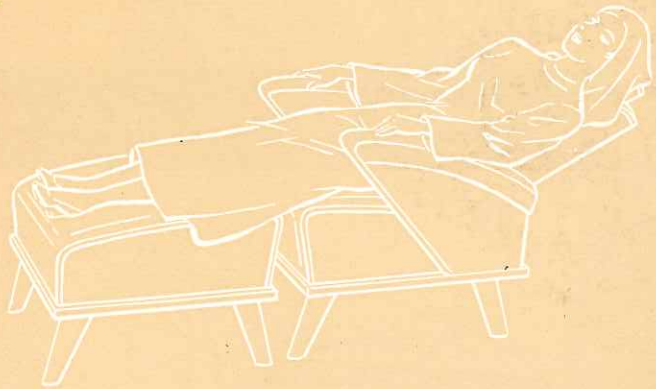
It's like lying on a cloud to lie back on the soft cushions of this couch—cushions spring-filled and covered with foam rubber. Upholstered in any one of our High Fashion Colors. See the form fitting back. Notice the slope in the ottoman—there to support the underside of the knees.

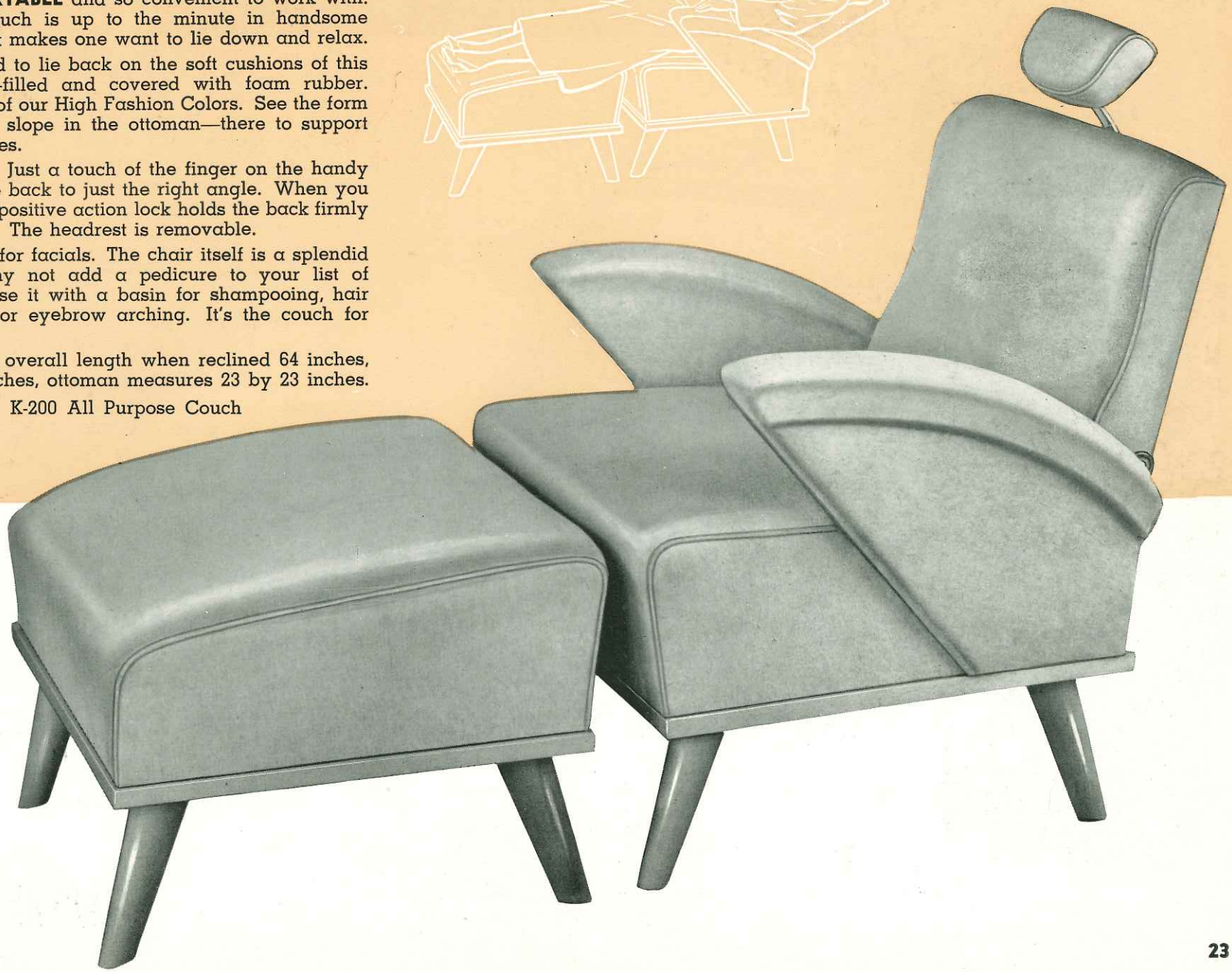
CONVENIENT TO USE. Just a touch of the finger on the handy back trigger reclines the back to just the right angle. When you remove your finger, the positive action lock holds the back firmly in position as you set it. The headrest is removable.

Don't use this unit only for facials. The chair itself is a splendid hairdressing chair. Why not add a pedicure to your list of services? In a pinch, use it with a basin for shampooing, hair dyeing. It's just right for eyebrow arching. It's the couch for all uses!

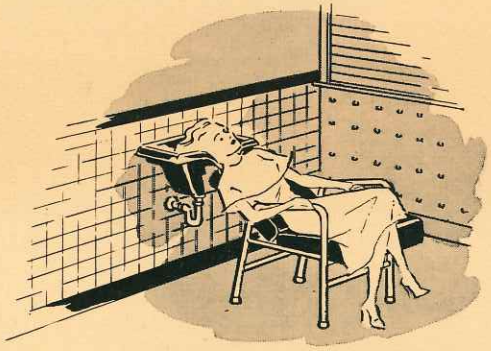
Convenient dimensions: overall length when reclined 64 inches, size of seat 20 by 23 inches, ottoman measures 23 by 23 inches.

Kochs No. K-200 All Purpose Couch





SHAMPOO COMFORT IN AN AUTOMATIC CHAIR



COMFORT FOR YOU in giving a shampoo with this self-adjusting Shampoo Chair. No bothersome adjustments to make—of lowering the chair to the proper height, of adjusting the angle of the back to your convenience. This chair does it for you, automatically. It reclines when the customer leans back. This means customer-comfort and satisfaction too. The sketch dramatically shows how the seat moves forward as the back goes down.

Comfortable, spring seat and well padded back, firmly held in a robust tubular frame, chrome plated.

Kochs No. K-1275
Automatic Shampoo Chair

KOCHS

HAIRDRESSING IN COMFORT

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SIMPLY COMFORTABLE for the operator and the customer. Easy to work with as this chair may be revolved, raised or lowered to just the right point. Comfortable to relax in with spring constructed seat and gently curved back that fits right.

Beautiful to look at in High Fashion Color upholstery with base and arm frames of tubular steel, chrome plated. Striking natural wood arm tops. At lowest point, seat is a mere 16 inches from the floor. May be raised a full 6 inches by turning to a seat height of 22 inches.

Kochs No. K-1468 Styling Chair

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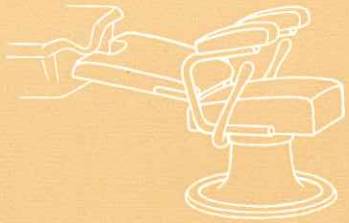
IT'S DIFFERENT



RAISES—LOWERS—REVOLVES—RECLINES

WHIRL IT, TILT IT, raise it, lower it. You've never seen a chair like this. And with a Revolving Lock, too! This chair won't run away from you once you set the lock. Just touch the hand lever, one on either side always handy, and the chair raises and lowers like magic.

Covered in one of our High Fashion Colors with a contrasting enameled base, this beauty is ready to serve you for all purposes. Use it for hairdressing, hair cutting, shampooing, facials. Comfortable spring seat and gently curved back with concealed headrest. Strong chrome plated tubular steel arms, comfortably upholstered. Positive action reclining lock holds the back in any position at which you may set it.

Many years of service ahead for you with this chair—for it's the works that count. The pump has over 25 years of practical experience and "know-how" built into it. It's high enough—and low enough. When at its lowest point, the seat hugs the floor at a mere 18 inches.

Kochs No. K-1425
Hydraulic All Purpose Chair

KOCHS

OUTSTANDING

RAISES—LOWERS—REVOLVES—RECLINES

DIGNIFIED. The finest chair that money can buy. It has a time-tested hydraulic pump that must take a rugged 500 pound weight before our inspectors will pass it.

This chair literally does everything. Raise it, lower it, whirl it, tilt it. It does it so easily —and yet so safely. Two powerful super-positive locks hold it where you set it. One keeps it from revolving and running away from you. The other holds the back in any reclining position that you may set. Notice the two handles, one on each side, for your convenience.

And so useful, too. Raise it for haircutting. Lower it for hair styling. Recline it for shampooing or hair dyeing or tinting. It's ideal for a refreshing facial—(see the small sketch). Notice how flat it lays out. Notice that the jumbo footrest step, hand adjusted, adds inches to its length.

Beautifully appointed in a High Fashion Color upholstery with contrasting porcelain enameled base, all trimmings are shimmering chrome plate. High enough for the tallest operator, low enough for the shortest when the seat hugs the floor at 19 inches. Comfortable spring-filled cushions, upholstered apron, and arms styled for real comfort.

Kochs No. K-1068

De Luxe Hydraulic All Purpose Chair

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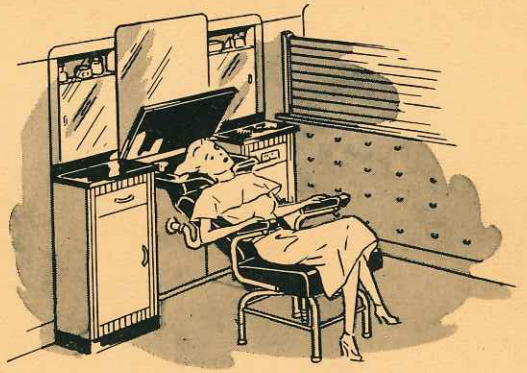
DESIGN DIV.

TAILORED FOR BEAUTY



RAISES—LOWERS—REVOLVES—RECLINES

FASHIONED TO YOUR NEEDS is this captivating All Purpose Chair. It is ready to serve you well in all your needs. Use it for shampooing, hair styling, hair cutting, facials. And you'll be surprised at the many extra years of service you will get with this quality-built chair.

Comfortable spring cushion seat, gently curved back, and luxurious arm rests, all covered in a High Fashion Color upholstery. Disappearing type headrest is removable. Strong base and arms of steel tubing, chrome plated.

Raise it. Lower it. Recline it. Revolve it. It adjusts so easily to the position most convenient for you. And it stays where you set it—no casters so that it runs away from you, yet so easy to move if it is necessary. And the positive-action lock that controls the reclining of the back works so smoothly and yet so safely.

Seat is a close 16 inches from the floor at the lowest point. May be raised 6 big inches by turning.

Kochs No. K-1466 All Purpose Chair

KOCHS

RAISES—LOWERS—REVOLVES—RECLINES

FASHIONED FOR SERVICE

RELIABLE FOR ALL PURPOSES is this comfortable, sturdy utility chair. Many extra years of service are built right into this quality chair. Use it for all your needs — shampooing, hair styling, hair cutting, facials. It will do the job with comfort and speed for you and for your customer.

Natural wood armrests combined with High Fashion Color upholstery put this chair in the modern trend. Comfortable spring cushion seat and well designed, padded back. Headrest may be removed. The base and arms are of sturdy, streamlined steel tubing, chrome plated. Easily adjusts to the position that is most convenient to you. Raise it. Lower it. Whirl it. Tilt it. Giant positive action lock keeps the back where you set it. Works so easily—and so safely.

Seat is 16 inches close to the floor at its lowest point. By turning, you can raise it 6 more large inches.

Kochs No. K-1449 All Purpose Chair

KOCHS

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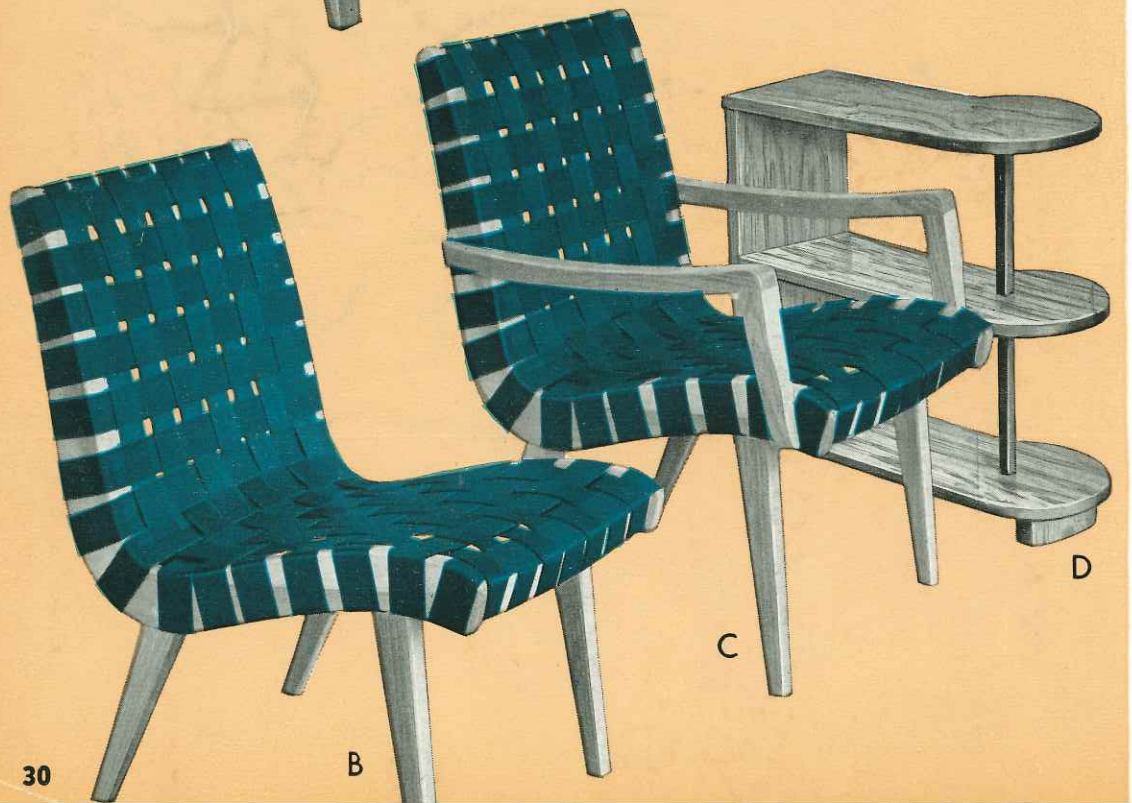
DESIGN DIV.



KOCHS

AN INVITATION TO RELAX

A—SOLID COMFORT that makes waiting a pleasure in this striking, comfort-fashioned chair. Designed in keeping with your luxurious appointments, this chair sets a new note in keeping with the modern trend. Beautiful in High Fashion Color in the reception room, striking as a dryer chair.

Kochs No. K-765
Reception Chair

B—COOL, REFRESHING COMFORT in a chair for under the dryer or in the reception room. Webbed seat and back mold themselves to the contours of the body for maximum comfort. Open space between the webbing for coolness, allowing free circulation of air. Natural Finished Wood frame combined with High Fashion Color webbing—result: a striking chair in the modern manner.

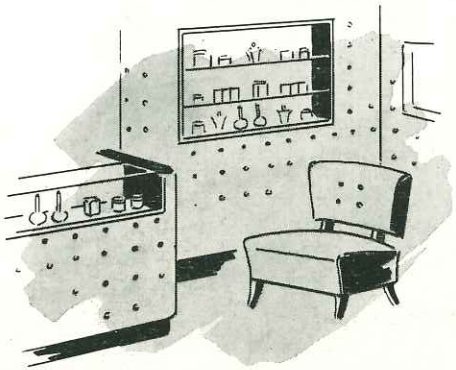
Kochs No. K-823
Dryer or Reception Chair

C—With comfort-fashioned armrests.

Kochs No. K-822
Dryer or Reception Chair

D—FASHIONABLE CONVENIENCE in an End Table. Graceful curves, combined with sturdy construction Shown in Hazelwood, Natural Finish, it is also available in Limed Oak or Blonde Maple. Twenty-four inches high, top is 12 by 24 inches.

Kochs No. K-1260 End Table



KOCHS

A—DEEP SEATED COMFORT with lullaby action in a gleaming chrome chair styled for dryer or reception room. Comfortable spring seat, 4 big inches thick, with comfortable padded back, 9 inches high. Husky steel tubing frame, chrome plated.

Kochs No. K-1711 Chair

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B—AT EASE IN STREAMLINED STRENGTH in this comfortable reception or dryer chair. Upholstered in High Fashion Color over a spring filled seat, with a well padded comfort-curved back. Comfortable padded arm rests. Chrome plated sturdy steel tubing frame.

Kochs No. K-1221-A Chair

As illustrated, but without upholstered arm tops.

Kochs No. K-1221 Chair

C—FASHIONABLE DOUBLE COMFORT in seating for two. Spring-filled seat with a well padded, comfortable back is strongly held in a big one inch steel frame, which is chrome plated. Upholstered arm rests. Width overall is 43 inches.

Kochs No. K-1223 Settee

As illustrated, but without upholstered arm tops.

Kochs No. K-1222 Settee

COMFORT FOR THREE as illustrated, but for 3 persons.

Kochs No. K-1225 Settee

Without upholstered arm tops.

Kochs No. K-1224 Settee

PRINTED IN U.S.A.

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